

Richmond Automobile News

SUBSTITUTE FOR GASOLINE NOT EASY TO COMPOUND

Chemists Vainly Search for Something Else That Will Drive Automobile.

SHALE OIL BEING DEVELOPED
Interesting Stories of New Fuels Appear, but Nothing Evolved. Water Mixtures Useless Because Proper Energy Lacking.

BY WINIFRED VAN DUZER.
NEW YORK, Sept. 25.—Will there ever be a substitute for gasoline? Will the motor driver ever be able to fill his tank with something ordinary and simple upon which he may travel at a few cents a mile the same as he once traveled on "gas"? Today I took these questions over to the Grand Central Palace, where twenty-five hundred chemists are attending the National Exposition of chemical industries. More than 100 motors are on exhibition there, together with things which have to do with their upkeep and many possibilities which may revolutionize motor-running are being talked over.

However, the matter of gasoline substitute is not one of them. For I gathered that if Mr. Motor Driver is a young man—twenty or thereabouts—so that he may expect to live for a long time, he possibly may use gasoline substitute when he takes his great-grandchildren driving.

Hammer Discourages Motorists.
For according to a statement by William A. Hammer, one of the most distinguished of the chemists, not nearly so much is being done toward developing a cheap motor running compound as is being done toward developing a public might expect.

There are some of the things that I learned about the matter:

That one substitute has been used successfully, though scarcity of manufacture makes it impracticable for general use.

That there is another that is being developed from shale oil.

That those made from water with a little composition added are useless.

That gasoline production has more than doubled in the last four years.

The substitute which has been used successfully I do not believe ever will be sold from the dressy little street corner stations with their red pumps printed in big, white letters "Gasoline."

It is made from various mixtures of hydro-carbons and benzols such as were used in munitions-making during the war, and so little of it is produced that its real importance is confined to districts where it is made.

But figures offered by the Automobile Club of America in a certified dynamometer test show 15.3 per cent less fuel consumption when benzol is used instead of gasoline, with an increase of horsepower, also the higher ignition point of benzol eliminates "knocking."

Shale Oil May Be Developed.
Continuing his statement Mr. Hammer said: "It is probable that a source of motor fuel, though not assuming industrial importance in the immediate future."

"Motor fuel is essentially a source of energy and energy must come from somewhere."

"Interesting stories of new fuels appear from time to time; fuels often prepared of a small amount of secret compound and water. That they are and all are without particular value is established by the fact that water contains about as little available energy as any substitute which could be selected."

Sparks From Motorland

G. P. Blodgett, manager Federal Rubber Company, Richmond branch, has returned home from a visit to the factory at Cudahy, Wisconsin.

B. R. Benton, president of the Benton-Bailey Co., has arrived home from a business trip to New York.

V. P. Watkins, of the Forbes Motor Company, reports the following recent sales of cars: P. F. Brown, four-passenger Sport McPartian; E. G. Winn, seven-passenger Westcott; Dr. W. S. Cavado, seven-passenger Westcott; C. E. Straus, five-passenger Westcott; Sol. M. Schwarzschild, five-passenger Westcott; Jake Wells, five-passenger Westcott.

Bearing "Service" Company have opened a branch at 1205 West Broad Street. This branch bears the number of 53. The following complete office organization: J. M. Hoffinger, manager; W. J. Felthaus, assistant manager; A. L. McDonald, traveling representative.

John McDowell, for some time associated with Benjamin T. Crump Co., has joined the sales organization of the International Harvester Company as city salesman, handling the International truck.

Contract calling for a new storehouse of re-entrained concrete to measure sixty by 125 feet, and having a total floor area of 15,000 square feet, has just been let by the Michelin Tire Company of Milltown, N. J., to the John W. Ferguson Co., of Camden, N. J. This contract follows awarded to the same company for the building of a new machine shop and work and brick building. Both are now in process of construction. Work on the new storehouse is expected to begin immediately.

For the time being at least, Mexicans are neglecting their popular outdoor sport of exterminating one another in revolutions and are devoting their energies to good roads. The Government has advertised for bids for construction of two new roads connecting Mexico City and Guadalajara, and intends to follow this up with other extensive projects.

Beware of the "gasoline economizers." The Associated Advertising Clubs of the World, after a thorough investigation of "economizers," reports they are nothing more than colored moth balls and have no effect whatever. Gasoline efficiency. They are advertised under high-sounding names and are accompanied by glowing testimonials, but are worthless just the same.

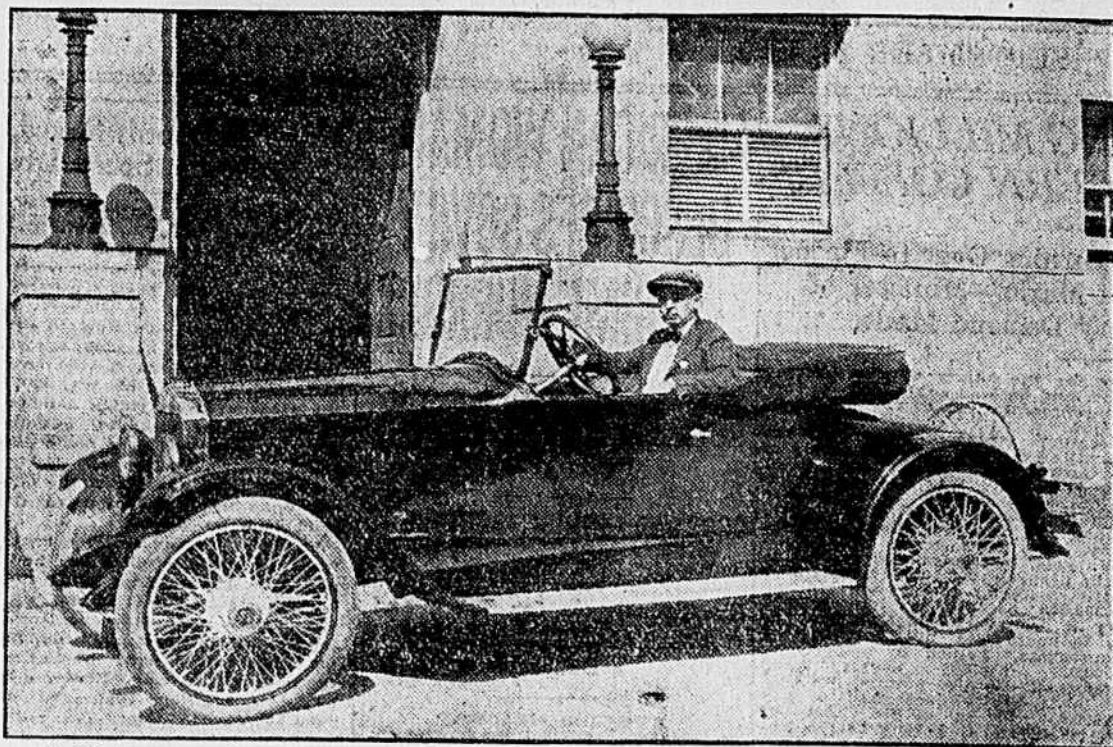
Two of the best ways for a motorist to show his ignorance of the "gas" road and refuse to dim the headlights when another car approaches along the road. Such practices are not only unfair to the other fellow, but are likely to result in serious accidents in which both cars may be smashed.

Norton-Crutchfield Company, Inc., wholesale accessories, has moved its new quarters at 112 West Washington Street. The new location gives the company additional floor space and better railroad facilities.

Jones Motor Car Company, Inc., reports a continued strong demand for Dodge and Cadillac cars.

"Please do not drive in the ruts." Signs carrying this message are posted along many Michigan gravel roads and are aiding in keeping them in good condition. Motorists heed the injunction and, as a result, the roads remain an even surface. Ruts made by one car are ironed out by the next. Thus both roads and tires are saved.

This story sounds fishy but it's true. A farmer near Lexington, Ky., some one night, his horse



H. W. Lucas at the wheel of a Scripps-Booth roadster sold by Alsop Motor Company.

WOMAN WHO GAVE ALL TO D'ANNUNZIO LIVES IN POVERTY

(Continued from First Page.)

duction by the Medusa Company. Her prestige suffered so tremendously by this concession to her need for money that she is said to have renounced even this method of eking out her income.

"Duse was all softness, all tenderness," remarked Sophie Reinert, the noted Norwegian actress, whom I met in my quest of friends of the diva. "She took things to heart so much that what others forgot she always remembered. While she was very temperamental, would never remain faithful, and his ruthless treatment of her has been the tragedy of her life."

Cecile Sorel, of the Comedie Francaise, told me a story that illustrates Duse's present attitude toward her one-time idol.

While they were sitting in the darkly illuminated dining-room of the hotel at Udine Duse suddenly clutched Cecile Sorel's arm.

"Sensed His Presence." She grew pale and rigid, and her eyes half closed. I thought she had been suddenly taken ill. And she had, but not in the way I thought.

Suddenly her grasp became hard as iron and I thought she was about to faint. Then, in a voice faint and labored, she whispered to me: "There's D'Annunzio," she said. "D'Annunzio!" I said, trying to calm her; "why, it's out of the question. He's miles from here." For I

Action of British auto manufacturers in advocating legislation to prohibit the use of left-hand drive cars in England is arousing the ire of American manufacturers who have a large export trade. The American manufacturers say that the British public likes left-hand driven cars and the British manufacturers are pushing the legislation for their own selfish ends.

Motorcyclists—don't try cleaning your electric horns with gasoline. A New York motorcyclist tried it recently with indifferent success. After flushing out his horn he replaced the cover and started off. His first attempt to use the horn resulted in a terrific explosion, which shot the cover into the driver's ribs. The gasoline had vaporized and was exploded by the spark.

There are now about 5,000 motor-truck lines in operation in the United States.

Armstrong Motor Co. announce the following recent purchasers of Commonwealth cars:

W. A. Hinton, Richmond, Va.
A. L. Woodcock, Richmond, Va.
George Scher, Richmond, Va.
J. H. Chappelle, Richmond, Va.
W. C. Hurley, New Church, Va.
W. H. Reid, Eastville, Va.
Wellons & Hines, Franklin, Va.
Walter Young, Roanoke, Va.
B. W. Frank, New Bern, N. C.
A. J. Armstrong, Elizabeth City, N. C.

BARGAINS IN TRUCKS

- 1 Dodge Light Delivery.
- 2 3/4-Ton Stewarts.
- 1 1 1/2-Ton Stewart.
- 1 Ford Light Delivery.

Here is an Opportunity to Get a Good Truck.

Transportation Motor Co.

1410 West Broad Street.

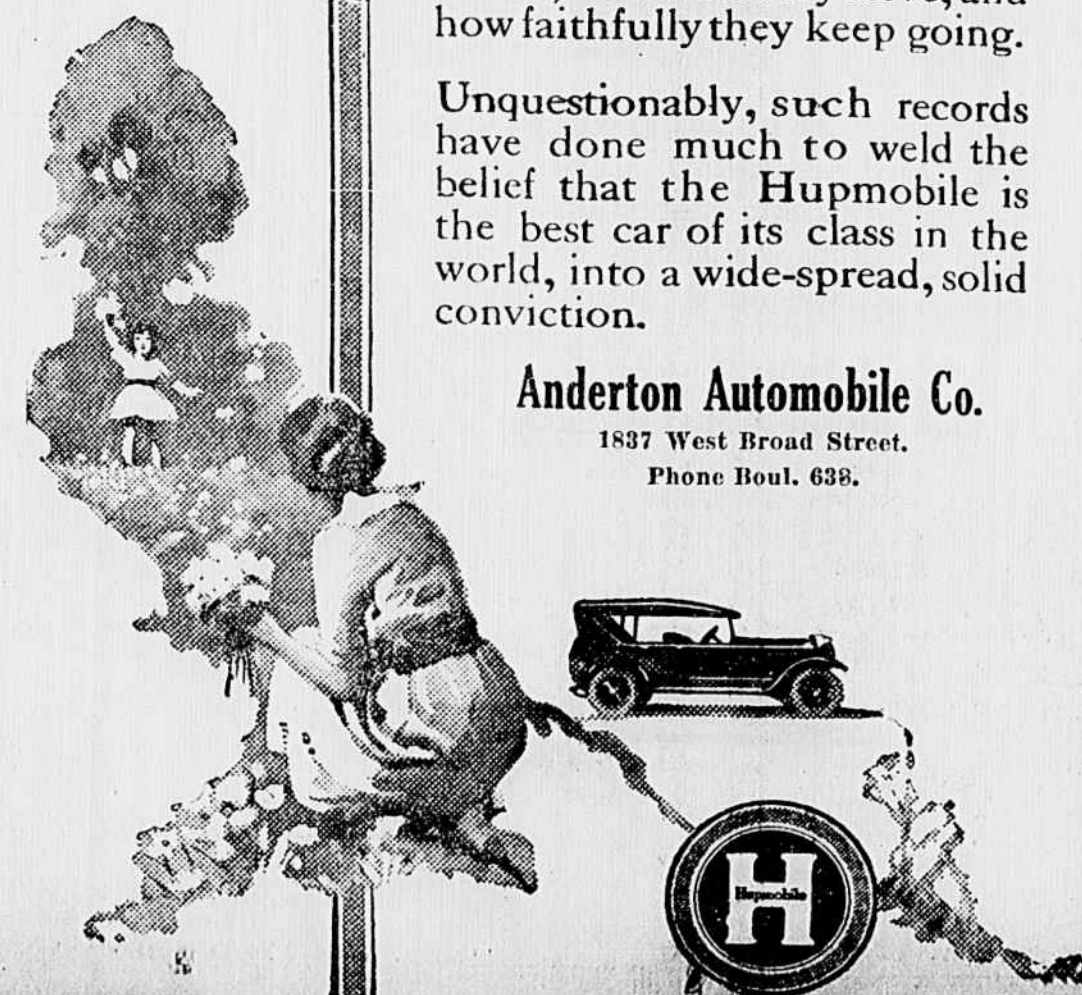
MANY of the Hupmobiles you see in useful service today, are types which have been out of manufacture from three to seven years, and even more.

Families which own these cars can tell many illuminating instances of how little they cost to run, how well they serve, and how faithfully they keep going.

Unquestionably, such records have done much to weld the belief that the Hupmobile is the best car of its class in the world, into a wide-spread, solid conviction.

Anderton Automobile Co.

1837 West Broad Street.
Phone Boul. 638.



remembered that he was in an entirely different part of the front. But Duse only shook her head. "No," she reiterated, "he's here." A moment later there was a noise outside and the door opened. A staff of officers. He had lost an eye, and his blind side was toward where Duse and I were sitting. And while Duse, half fainting, clung to my hand, D'Annunzio passed in his little blaze of glory, never feeling, even for a moment, the presence of the woman who had given him her all. He passed. Duse's spirit seemed to have left her—only the shell was left. And I thought of the tragedy—Duse, feeling the man's presence long before he arrived, and he, not even seeing her as he passed by.

CONTRACTS AWARDED

Martinsville's New Big Furniture Factory Will Soon Be Going Up.
All Machinery Bought.
MARTINSVILLE, VA., Sept. 25.—The Ford-Witten Furniture Company, recently organized here and capitalized at \$500,000, has commenced the erection of the big plant for the manufacture of bed and dining-room furniture. It is to be an immense brick structure, with all of the necessary boilers, generators, etc., and equipped with all of the modern woodworking machinery necessary for the business. O. D. Ford, president and general manager, announces that the contracts for all of the equipment have been placed.

COMMONWEALTH CAR For Immediate Delivery

Some good territory open for live dealers.

ARMSTRONG MOTOR CO.

1813 West Broad Street.
Phone Boulevard 2826.

HUMO

An Absolute Necessity on Every Car Saves Gasoline and Repair Bills

A simple mechanical device to be attached to any Automobile, Auto Truck, Tractor or Power Boat using Gasoline as fuel—

Washes and cleanses Gasoline on way to carburetor and motor, thus giving increased mileage, greater power, decreased carbon and maximum motor efficiency.

On exhibit and sale at

WINN AUTO SUPPLY CO.,

1211 West Broad.

Humo Sales Co. of Va., Inc.

DISTRIBUTORS FOR VIRGINIA.

Auto Supplies

of quality at the right price.

Whitten Motor Supply Co., Inc.

1631 West Broad Street. Tel. Boulevard 548.
"The House of Polite and Best Service."



The economy of the Maxwell is chiefly traceable to the fact that its engine is not burdened by useless chassis weight and hence provides ample power at a low operating cost.

Alsop Motor Corp'n

114 West Broad Street.



"No car," says The Motor of London, "is perfect, and none ever will be; but the Model 59 Cadillac approaches that ideal as closely as any other car on the market regardless of price or size."

Extract from an editorial article published August 4, 1920, in The Motor, the National Motor Car Journal of Great Britain.

This remarkable tribute from a nation which never lightly bestows approval, but in a spirit of sportsmanship always admits and admires a superior achievement, releases us, we feel, from a reticence which has always governed our references to the Cadillac.

The truth of the matter is that we have never expressed to the American people our own deep and innermost convictions concerning the Cadillac.

We have refrained, from a sense of decent restraint, and because we have always felt that the Cadillac was its own most eloquent exponent.

But we feel, now, that we owe it to more than a hundred thousand American owners of the present type of Cadillac, to share this tribute with them, and at the same time, to set down, once and for all, an honest belief concerning it, which we are certain they share with us.

Heretofore, we may have seemed to consent, by our silence, at least, to the suggestion that a car equaling the Cadillac might possibly be bought at a considerably higher price.

Resting on the generous admission of our

English friends, we want our real feeling in the matter to go on record for all time:—

If it was never proven before, we firmly believe the last three years have demonstrated, beyond the possibility of doubt, that, regardless of price, the Cadillac is the best car in the world.

Day after day, throughout these three years—in fierce competition with the world's best in the world's war—traveling side by side with the very flower of French, English, Italian, and American manufacture—here at home, month after month—in tens of thousands of hands—the Cadillac has proven that money cannot build or buy a better car.

We who build the Cadillac have never wavered for a moment in this conviction.

We share it now, with our friends, because we are sure that they, too, will derive from this unparalleled European tribute, at least a little of the deep satisfaction which it brings to us.

It will be our pleasure to quote further from European comments on the Cadillac in subsequent announcements, and to give you some of the reasons for the faith that is in us.

JONES MOTOR CAR CO., Inc.